Analysis of Human Resource Management Based on Organizational Behavior in Big Data Era

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ABSTRACT. More and more managers of enterprises manage the operation of enterprises as or with reference to projects. The success of enterprise human resource management needs the joint efforts and close cooperation of organization members, so it is necessary to look at human resource management from the perspective of organizational behavior. Modern organization theory holds that organization includes not only structural and technical elements, but also social, psychological and management aspects, which is a complete system composed of many subsystems. Organizational behavior, as a science specializing in the study of people's psychological behaviors and laws in organizations, closely links human resource management with psychology. With the help of big data technology, human resource management can be optimized and upgraded. This paper analyzes the role of organizational behavior in human resource management in the era of big data, and compares the human resource management modes of Chinese and American enterprises, aiming to provide some ideas for the reform of human resource management mode of state-owned enterprises in China.

KEYWORDS: Human resource management, Organizational behavior, Big data

1. Introduction

With the rapid development of information technology, mobile Internet has rapidly shortened the distance between individuals and enterprises, and business managers urgently need to increase their attention to organizational behaviors such as individuals and groups. With the development of science and the continuous improvement of production technology, the quality of workers is getting higher and higher, and the pursuit of life is getting higher and higher [1]. In the development of enterprises, project management has always been a very important link. In the process of project management, human resource management occupies a very critical position. Many enterprises have their organizational forms and behavior patterns in the process of development. Very big difference [2]. Modern organization theory believes that organization not only includes structural and technical elements, but also social, psychological, and management aspects. It is a complete system composed of many subsystems. Big data, as another disruptive technological change in the IT industry after the Internet, the Internet of Things, mobile computing, and cloud computing, is redefining the processes and methods of social management and national strategic decisions, corporate management decisions, organizational business processes, and personal decision-making [3]. For human resource managers, the advent of the era of big data undoubtedly brings excellent opportunities to their own situation.

Management is an eternal topic in human society and a guarantee for the continuous progress of human civilization. In the new economic era with increasingly fierce market competition, the competition among talents has become a key link in promoting the sustainable and stable development of enterprise organizations [4]. With the help of big data technology, human resource management can be optimized and upgraded. But in this process, the correct application method needs to be adopted. If the application method is improper, it will not only fail to play a good role, but will cause a certain adverse effect on human resource management [5]. In today's world, the regional economy and the global economy are increasingly becoming an inseparable whole. Organizational behavior, as a science specializing in the study of the psychological behavior and laws of people in organizations, closely links human resource management with psychology [6]. More and more Western companies practice human resource management as a source of competitive advantage, especially the successful personnel management of large multinational corporations in the United States has developed into a full range of human resource management [7]. This article analyzes the role of organizational behavior in human resource management in the era of big data, and compares and analyzes the human resource management models of Chinese and American companies, and aims to provide some ideas for the reform of human resource management models of state-owned enterprises in my country.

2. Analysis on the Differences of Human Resource Management Mode between Chinese and American

Enterprises

2.1 Application of Big Data in Human Resource Management of Google and Tencent

(1) Google

Google is a technology leader in the fields of Internet search, cloud computing and advertising technology, and its Internet-based products and corresponding services make it have countless users around the world. As the world's largest search engine, Google generates massive data every day, which makes Google a pioneer in the era of big data, and makes it further manage human resources based on big data. How to coordinate the internal factors of an organization is particularly important. An organization is generally composed of personnel, objectives, technology and structure. For an enterprise, its constituent elements are mainly manpower, material resources and financial resources. Google judges the most effective way to manage employees and provides them with a variety of working environments through applied experiments, and even through scientific data and experiments, it can reduce calorie intake in employees' diet to promote their health [8]. In fact, to adjust the organizational behavior of enterprises is to rationally arrange and effectively utilize the limited resources of enterprises, especially human resources, so as to maximize their economic and social benefits. In order to maximize the combination of learning, cooperation and entertainment, Google consciously designed a unique working environment to enhance the level of cooperation between different departments, and these meticulous environmental design and management were realized in the analysis and exploration of massive data.

(2) Tencent

Tencent Tencent's human resource management has experienced the initial embryonic period, the later transition period and the establishment period of the new organizational structure, and the establishment of its current new organizational structure relies heavily on the big data technology that can handle massive data information. Any organization has its internal elements and external environment, and whether it can adapt to the external environment determines whether an organization can survive. The coordination of internal factors not only determines whether an organization can adapt to the external environment, but also is the key to the success of an organization. Tencent's big data infrastructure platform is built and managed by the data center, and the big data application with data mining as its core is researched and developed by the precision recommendation center. The planning and operation of big data products are undertaken by the product center, and the quality control and guarantee are undertaken by the quality center. Matching people's quality with the post's requirements for people is to make the best use of their talents in human resource management. In identifying candidate stability, Tencent divides all employees in history into multiple samples according to their stability degree, finds typical characteristics of employee stability through data mining and establishes corresponding mathematical models, and judges candidate stability according to the matching degree between candidate characteristics and models.

2.2 Differences of Human Resource Management between Chinese and American Enterprises

Due to the differences in the marketization process and development history of enterprises, compared with American enterprises, my country's state-owned enterprises have a large difference in human resource management mode and a large distance in management level. Organizations are groups that want to achieve certain goals and are consciously linked together in a certain way. They have powers and responsibilities when engaging in various social and economic activities, and have different levels of division of labor. As the United States implements a relatively complete market economy system, the competitive environment is relatively fair and the level of economic development is high. The human resource plan includes roles and responsibilities records, organizational chart, and personnel recruitment and severance plans. It also includes training needs, team building strategies, reward plans, compliance management, and the impact of staffing on the organization [9]. In most project management, the project team members come from different departments, and after the project ends, they will go to their own future. Therefore, when arranging personnel and their tasks, the project manager not only needs to consider the individual's work ability, experience and motivation, but also It should take into account its values.

The human resources view of the United States believes that the general education level of schools cannot fully meet the specific, diverse and changeable requirements of the actual business operation. Therefore, it is necessary to adopt a series of measures to carry out employee training to continuously improve the work adaptability of personnel at all levels and types. ability. American companies pay more attention to the integration of management and corporate development strategies in the recruitment, training, and use of employees. The basis of internal wage setting in American companies is the division of labor, different levels of work, different professional types of work, different nature of posts, and managers with different experiences have different professional requirements and different salary levels, showing strong rigidity[10]. The human resource management of state-owned enterprises in China is still in the

traditional personnel management stage. The functions are mostly the formulation of salary distribution plans and personnel deployment, promotion, training, etc., and the employees including the management have not been fully planned in accordance with the needs of the corporate development strategy. In project management, we should try our best to match each individual's personality with his job requirements to form a higher job satisfaction and project staff stability.

3. Application of Organizational Behavior in Human Resource Management of Enterprises

Enterprises should strive to create good conditions and environment for the development and shaping of individuality, the purpose of which is to help achieve organizational goals. With the continuous progress of material civilization and the continuous deepening of the reform of the market economy system, relevant experts and scholars are paying more and more attention to human resources at this stage, and human resource management plays different roles in different production fields. Generally speaking, the more convenient the project organization structure is to communicate within the group, the better the rules and regulations, the more consistent the behavior of the group and its members, and the higher the management efficiency. Big data has changed the overall structure of human resources. The upstream and downstream of the overall structure rely on the powerful data platform technology to achieve win-win results and sharing under the basic concept of talent value enhancement and exchange. Different construction projects have different organizational structures, and similar construction projects can also adopt different organizational structures. Different organizational structures have different rules and regulations, and their influence on the behavior of subordinate groups is also different [11]. Managers should adopt different education and management methods according to the different temperaments of their subordinates. Management and the emergence of human civilization are synchronized. It is the topic of eternal youth in the development of human society. It is precisely because of the development of management that organizational behavior is produced.

People survey data show that in the past three years of corporate recruitment, online recruitment channels are superior to traditional recruitment channels. The number of new mobile recruitment channels has steadily increased. The proportion of recruitment websites far exceeds the proportion of job fairs, and is increasing year by year. Table 1 shows the proportion of talent introduction channels for enterprises in 2019.

Table 1 the Proportion Of Talent Introduction Channels of Enterprises

Introduction channel	Proportion (%)
Industry professional recruitment website	60.5
Comprehensive online recruitment	50.3
Outsourcing headhunting	41.1
Campus recruitment	42.7
Talent market	30.3
Social media	28.2

Human resource management emphasizes more participation and management of employees, so as to arouse their enthusiasm, improve their sense of accomplishment and happiness, and meet their individual needs. The lack of executive power will seriously affect the operation and development of enterprises. After each department records the basic data into the basic database, the human resources management department should review these data, and the dynamic information management system can provide various services by using these data. The data mining process in analysis generally consists of five main stages: determining financial analysis objects, data preparation, data mining, result analysis and knowledge assimilation, as shown in Figure 1.
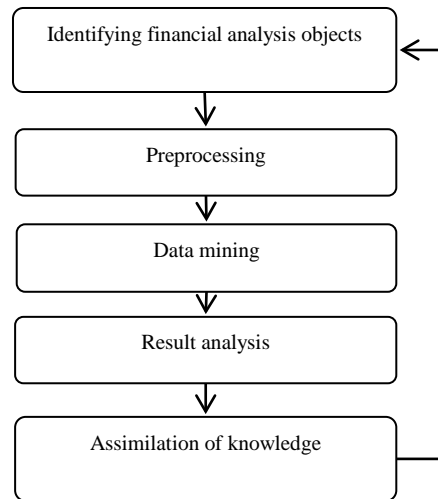
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┌─────────────────────────────────┐
│ Identifying financial analysis  │◄────┐
│            objects              │     │
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│          Preprocessing          │     │
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│          Data mining            │     │
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┌─────────────────────────────────┐     │
│         Result analysis         │     │
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│     Assimilation of knowledge   │─────┘
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Fig.1 Data Mining Process in Financial Analysis and Management

Although the development of organizational behavior is based on the social humanities of sociology and psychology to a certain extent, organizational behavior is not a theoretical science, but an applied science. Common interests, hobbies, understandings, beliefs and values between people will lead to emotional integration and build a close relationship. This is the reason that birds of a feather flock together. Because the object of human resource management is people, and the quantifiable degree is far lower than that composed of systems, processes, products, assets, etc., it is difficult to objectively evaluate the value of human resource management and fully recognize the professionalism of human resources [12]. Organization is an open system, that is, it is a dynamic and changing organism, and constantly exchanges information with the external environment. Organization includes not only structural and technical factors, but also social, psychological and management factors. Facing the rapidly changing environment and enterprise strategy, human resources departments should improve their insight, formulate human resources strategies and plans consistent with enterprise strategy, and provide good talent guarantee for enterprise development.

4. Conclusions

Enterprise organizational behavior consists of enterprise common behavior, departmental behavior and individual behavior. To adjust the common behavior of all members, strict and inhuman organizational behavior norms and systems should be established to ensure the consistency of behavior. Organizational behavior and human resource management are important components in the curriculum system of management major. If they are treated separately, it will inevitably have a negative impact on the development of management. Under the premise of big data transformation, the internal and external environments of many enterprises have undergone great changes. For the future development, enterprises must formulate corresponding strategic policies according to the transformation of big data, and regard human resource management as an important work of enterprise management. Enterprises should adhere to the principle of people-oriented, combine the institutional inhuman way with the emotional humanized way, realize the unity and coordination of enterprise organizational behavior, give full play to people's initiative and creativity, and improve the internal cohesion of organizational groups. With the globalization of economy, especially the global flow of human resources and the increasing openness of China's economy to the outside world, Chinese enterprises urgently need to learn from the advanced management models of foreign enterprises and establish a modern human resources management model with Chinese characteristics in combination with the characteristics of Chinese enterprises.

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